B.B.A., BUSINESS ADMINISTRATION

Concentrations: Finance, General Business, Marketing, Sport Management, Leadership

Minimum Requirements for Degree: 120 credits

Students must earn a C grade or better in each course.

General University Requirements
Complete the general university requirements. (http://catalog.uaf.edu/bachelors)

General Education Requirements
Complete the general education requirements. (http://catalog.uaf.edu/bachelors/general-education-requirements)

As part of the general education requirements, complete:
- MATH F230X Calculus Essentials with Applications

B.B.A. Degree Requirements
Complete the B.B.A. degree requirements. (http://catalog.uaf.edu/bachelors/summary-of-bachelors-degree-reqs/#bachelorofbusinessadministrationtext)

As part of the B.B.A degree requirements, complete:
- BA F323X Business Ethics

Program Requirements
- AIS F310 Management of Information Systems 3
  or AIS F316 Accounting Information Systems
- BA F307 Introductory Human Resources Management 3
- BA F308 Professional Development: How to Prepare for a Job and Other Survival Skills 1
- ECON F321 or ECON F351 Intermediate Microeconomics 3

Complete one from the following: 1
- BA F309 Professional Development: Finding a Career
- BA F310 Professional Development: Being Successful in Your Career

Complete one from the following: 3
- BA F460 International Business
- BA F461 International Finance
- ECON F463 International Economics

Additional 9 credits from ACCT, BA or ECON or a second concentration.

Concentrations
Select one or more from the following concentrations: 9
- Finance
- General Business
- Marketing
- Sport Management
- Leadership

Electives may be taken as needed to meet 120 credits.

Total Credits 32

1 As part of the B.B.A. degree requirements, BA F462 fulfills the baccalaureate capstone requirement.

Concentrations

FINANCE
Select three from the following: 9
- BA F423 Investment Analysis
- BA F424 Real Estate and Alternative Investments
- BA F454 Student Investment Fund
- BA F455 Portfolio Management
- BA F461 International Finance

Total Credits 9

GENERAL BUSINESS
Select three School of Management courses approved by the undergraduate director 9

At least two must be BA courses
At least six hours must be upper-division

Total Credits 9

MARKETING
Select three from the following: 9
- BA F241 Advertising, Sales and Promotion
- BA F436 Consumer Behavior
- BA F443 Social Media Marketing
- BA F445 Marketing Research
- BA/SPRT F482 Sport Marketing
- BA F490 Services Marketing
- BA F491 Current Topics in Marketing

Total Credits 9

SPORT MANAGEMENT
Select three from the following: 9
- BA/SPRT F280 Sport Leadership
- BA/SPRT F281X Introduction to Sport Management
- BA/SPRT F481 Entertainment and Sport Event Management
- BA/SPRT F482 Sport Marketing
- BA/SPRT F483 Sport Sales

Total Credits 9

LEADERSHIP
Select three from the following: 9
- BA/SPRT F280 Sport Leadership
- BA/LEAD F470 Leadership Theory and Development
- BA/LEAD F472 Leading Change
- HSEM/LEAD F456 Leadership in Dangerous Contexts

Total Credits 9
Students majoring in business administration may not minor in the following: finance, general business, marketing, sport management, management and organizations, or the business administration track of the leadership minor.

**Note:** The B.B.A. degree requires 50 percent of the accounting, business administration and economics credits to be earned in residence at UAF. Twenty-four out of the last 30 credits earned must be taken at UAF.

**Note:** Only one B.B.A. degree may be earned with a concentration in finance, general business, marketing, sport management or leadership.